

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 2000-268090

(43)Date of publication of application : 29.09.2000

(51)Int.Cl. G06F 17/60
G06F 13/00
G06F 17/00
G06F 17/30
H04Q 7/38
H04L 12/18
H04L 12/54
H04L 12/58

(21)Application number : 11-070075 (71)Applicant : NETBANK SERVICE:KK

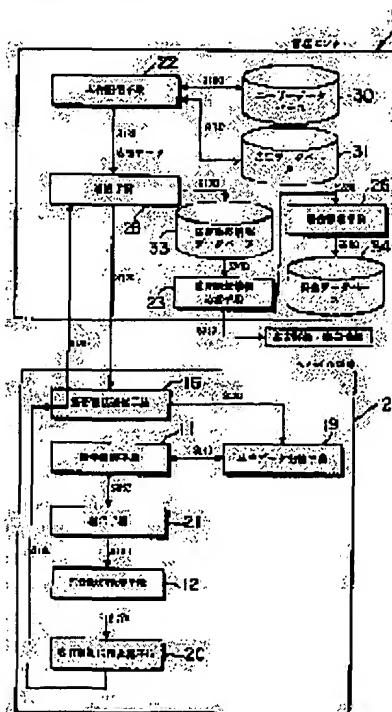
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(54) ADVERTISEMENT DELIVERING SYSTEM USING MOBILE TERMINAL PROVIDED WITH PORTABLE TELEPHONE FUNCTION

(57)Abstract:

PROBLEM TO BE SOLVED: To sufficiently utilize the functions of a mobile terminal by allowing the advertisement acknowledge information database of a control center to store-control advertisement acknowledge information of each user and allowing an advertisement acknowledge information processing means to execute data processing of advertisement acknowledge information including totaling to output.

SOLUTION: The advertisement acknowledge detecting means 12 of a mobile terminal 2 detects specific advertisement data a user is aware of as advertisement acknowledge information and the detected advertisement acknowledge information is temporarily stored in an advertisement acknowledge information storing means 20. The stored advertisement data is transmitted to a control center 5 by a portable telephone communication means 16 by the



prescribed operation of the terminal 2. The communication means 28 of the center 5 receives advertisement acknowledge information to store in an advertisement acknowledge information database 33, inputs the stored advertisement acknowledge information in an advertisement acknowledge information processing means 23 and executes data processing of advertisement acknowledge information including totaling to output.

LEGAL STATUS

[Date of request for examination] 05.09.2000

[Date of sending the examiner's decision of rejection] 20.12.2002

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]